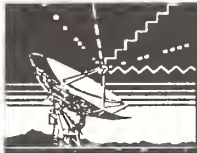


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2521. A87F3



Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2684

October 21, 1994

NO MORE WATERY GRAIN -- Secretary of Agriculture Mike Espy announced (October 13) as of February 12, 1995, USDA will prohibit the application of water to grain, except for milling, malting or other processing operations. This applies to all grain handlers, not just those receiving official inspection and weighing services. Sometimes applied as a dust suppressant, water can be too easily misused to increase the weight of grain. That water also has a significant potential for degrading the quality of grain. Secretary Espy said, "Many foreign buyers already have expressed deep concern about potential quality degradation caused by adding water and about paying grain prices for that water. A major advantage of U.S. grain over our competitors' is the relatively low moisture content of many U.S. grains, such as wheat. Adding water to these grains may erode our market advantage." **Contact: Dana Stewart (202) 720-5091.**

CHANGES PROPOSED IN POULTRY STANDARDS -- USDA is proposing to update the voluntary poultry grade standards to bring them in line with industry advancements and changing consumer preferences. Lon Hatamiya, administrator of USDA's Agricultural Marketing Service said, "Consumers have increased their use of convenience foods and have demanded more low-fat, skinless products. Responding to this demand has required the poultry industry to implement innovative technology and processes." The standards were last amended in 1986 when quality standards were established for raw, boneless, skinless poultry products, and the tolerance for exposed flesh and discoloration in ready-to-cook poultry carcasses was clarified. The proposed revisions would amend existing regulations regarding discolorations and the definition of exposed flesh, and would establish new grading criteria for large poultry parts. **Contact: Connie Crunkleton (202) 720-8998.**

HORN NAMED TO SCIENCE AND EDUCATION POST -- Floyd Horn has been named as deputy assistant secretary for science and education (October 18). Horn will assist in the management of USDA's Agricultural Research Service, the Cooperative State Research Service, the Extension Service, the National Agriculture Library, the Office of Agricultural Biotechnology and the Office of Global Change Research. He will also help oversee national and international research and educational activities in sustainable agriculture, pest management, livestock diseases, food safety and biotechnology, nutrition and improved crop and livestock production. **Contact: Maria Bynum (202) 720-5192.**

VIADERO SWORN IN AS INSPECTOR GENERAL -- Roger C. Viadero has been sworn in as Inspector General of USDA. Agriculture Secretary Mike Espy said, "The Office of the Inspector General plays a key role in our efforts to improve internal management controls and uncover fraud where it exists. Mr. Viadero's 26 years of local and Federal law enforcement and management experience will make him a vital asset to the USDA team." Viadero will provide leadership in promoting economy, efficiency, and effectiveness in USDA programs, and in preventing and detecting fraud and abuse in those programs. **Contact: Dianne Drew (202) 720-6915.**

USDA DEDICATES NEW PLANT SCIENCES BUILDING -- Agriculture Secretary Mike Espy participated in the dedication of a state-of-the-art plant sciences building October 18 at the USDA's Beltsville Agricultural Research Center (BARC) at Beltsville, Maryland. This is the Center's first new laboratory building in 22 years. BARC is operated by the Agricultural Research Service, USDA's chief research agency. K. Darwin Murrell, director of ARS's Beltsville Area said, "This building will house our Fruit Laboratory, our Vegetable Laboratory and our Floral and Nursery Plants Research Unit -- three research groups that are recognized internationally for improving horticultural crop varieties and production." The three-story, \$10 million plant sciences building modernizes BARC laboratories, originally built in the early 1930s, and will accommodate 84 people. **Contact: Doris Stanley (301) 344-2963.**

END-USE CERTIFICATE REGULATIONS PROPOSED -- Gene Moos, under secretary for international affairs and commodity programs at USDA, announced (October 18) proposed regulations governing an end-use certificate program. The proposed system is designed to track the importation of wheat and barley to their end use. Under Secretary Gene Moos, said "The North American Free Trade Agreement Implementation Act requires that end-use certificates be established for wheat and barley imported into the U.S. from any foreign country that requires end-use certificates for imports from the U.S." Proposed regulations would allow the importation of Canadian wheat and barley for purposes of resale by the importer. End-use of the imported wheat and barley would be limited to milling for animal feed, milling for human consumption, manufacturing, brewing, malting or distilling. **Contact: John Carlin Ryan (202) 720-8207.**

HEALTHY RECIPES FROM USDA -- Ellen Haas, assistant secretary of food and consumer services, announced (October 14) that as part of USDA's effort to help schools serve healthy meals, new low-fat, low-cost recipes will be distributed to 23,000 school districts throughout the nation. The recipes were developed by chefs, working with local school food service directors and registered dietitians as part of the American Culinary Federation "1994 School Lunch Challenge" in partnership with USDA. The goal of the competition was to develop new, nutritious, tasty recipes for school lunches that would be low cost and popular with students while meeting the Dietary Guidelines for Americans. The winning recipes were taste-tested by a panel of school children. **Contact: Johna Pierce (202) 720-1691.**

USDA SCHOLARSHIPS -- The USDA/1890 National Scholarship Program for the '95-'96 school year is underway. In continuing to strengthen the partnership between USDA and the 17 historically Black land-grant colleges and universities, USDA will provide students in the program with full tuition, fees, books, use of a personal computer and software, and employment with benefits for each of four years while pursuing a bachelor's degree. Free room and board will be provided by the college or university. The scholarship is valued between \$15,000 and \$22,000 per student per year. **Contact: Linda Oliphant (202) 720-6662.**

EXPORTERS HAVE MORE ACCESS TO INFORMATION -- Exporters now have access to a USDA data base listing phytosanitary entry requirements of foreign countries for plant products. Called "Excerpt," this computer program is used by USDA's Animal and Plant Health Inspection Service (APHIS) and cooperating state and county plant health regulatory officials when certifying unprocessed and unmanufactured plant products for export. B. Glen Lee, deputy administrator of the plant protection and quarantine program of APHIS, says making the data base available to private industry will facilitate exports by making critical requirements available 24 hours a day to American shippers. The data base contains the import requirements for most countries where U.S. agricultural commodities are exported. **Contact: Ed Curlett (301) 436-3256.**

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1951 -- Americorps: The new national service program. (Weekly cassette -- 13-1/2 minute documentary).

CONSUMER TIME # 1430 -- A water crisis?; the pests who came to dinner; adventures in science; time for bulb planting; review completed on animal welfare issues in stockyards. (Weekly cassette -- 2-1/2 to 3 minute consumer features).

AGRITAPE FEATURES # 1942 -- USDA implements reorganization; moving those record harvests; earthworms: a farmer's good friend; new cooperative research projects; genetic research "bearing fruit." (Weekly cassette -- news features).

UPCOMING ON USDA RADIO NEWSLINE. These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. Wednesday, October 26, feed outlook; Thursday, October 27, world tobacco situation; Friday, October 28, catfish production; Monday, October 31, agricultural prices; Tuesday, November 1, horticultural export situation; weekly weather and crop outlook. **USDA has few scheduled reports during the October 26 through November 8 period, but, as always, USDA radio will have new stories every day on such things as research, special events, and breaking news.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- DeBoria Janifer reports on Purslane Research; Patrick O'Leary takes a look at Shoreline Erosion Control.

ACTUALITIES -- Eugene Moos, under secretary for USDA's international affairs and commodity programs, on the proposed 1995 Farm Bill; USDA meteorologist Norton Strommen on Weather and Crops.

UPCOMING FEATURES -- DeBoria Janifer reports on Natural Access for Groundwater Research.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.

Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

BROADCASTERS LETTER READERSHIP SURVEY

Please circle your answers and include any written comments you have, using additional pages if necessary.

1. Rate your interest in each section of the Letter.

	Never Read			Always Read	
a. News Summaries (pages 1 and 2)	1	2	3	4	5
b. From our Radio Service (page 3)	1	2	3	4	5
c. From our TV Service (page 3)	1	2	3	4	5
d. OffMike column (page 4)	1	2	3	4	5

2. Rate your interest in the following topics covered in the news summaries on pages 1 and 2 of the Letter.

	Not Interested			Very Interested	
a. Agricultural News	1	2	3	4	5
b. International Agricultural Trade	1	2	3	4	5
c. Agricultural Research	1	2	3	4	5
d. Food and Nutrition	1	2	3	4	5
e. Rural Development	1	2	3	4	5
f. Natural Resources & Environment	1	2	3	4	5

3. I use the news summaries on pages 1 and 2 as (circle as many as apply)

- a. background information
- b. copy to read on-air
- c. other _____

4. The primary reason I read the Broadcasters Letter is

- a. News Summaries
- b. Radio Programming information
- c. TV Programming information
- d. OffMike column

5. I receive my Broadcasters Letter

- a. within 2-3 days of publishing date
- b. within 4-5 days of publishing date
- c. a week or more after publishing date

6. I would prefer to receive the Broadcasters Letter by

- a. Mail
- b. AgNewsFAX (Broadcaster calls USDA fax to receive it)
- c. Other _____

7. What changes would you make to the Broadcasters Letter? _____

8. Please tell us what you really like about the Broadcasters Letter. _____

9. Comments _____

Name _____ Title _____

Station/Organization _____

Address _____

Phone _____ FAX _____

-----fold-----

Please help us update our mailing list

_____ **YES** - I want to continue to receive the Broadcasters Letter.

_____ **NO** - I do not want to continue to receive the Broadcasters Letter.

Thank you for completing the survey. Please **FAX (202)720-5773 or fold and mail to address below.**

-----fold-----

Lynn Wyvill
U.S. Department of Agriculture
Video, Teleconference & Radio Center
Room 1614 South
14th & Independence Ave., S.W.
Washington, D.C. 20250-1300

OFF MIKE

A READERSHIP SURVEY...is attached to this letter. We need your help in improving our customer service to you. Your comments about our **Broadcasters Letter** are important. Please take a few moments to complete the survey. Feel free to add any written comments and use extra pages if necessary. We'll use this information to be more responsive to your needs and to plan future issues. Just detach the survey and fax **(202-720-5773)** or mail it to us. If you fold it just right, you can use the pre-printed return address. **Lynn Wyvill**, our customer service coordinator, will appreciate your participation.

A NEW KIND OF HOME WORK...is being done by **Wey Simpson** (KAQQ, Spokane, WA). He has a working radio studio in his home basement where he broadcasts daily. (A new way to commute by air!) He's up at 4:15 a.m. and his broadcast work is usually done by 9:00 a.m. He's on the air 25 minutes a day. Wey does go to the radio station twice a week.

BETTER THAN AVERAGE...crops of soybeans, corn, cotton and rice are being reported within earshot of **Dave Black** (WMC, Memphis, TN). They've had such good crops that there is a shortage of crop storage facilities. Dave does 2-3 minute early morning news segments on weekdays and a 3-minute report of news, markets and agricultural weather at noon on his "all-talk" station. Dave hosts an hour-long Sunday program from 6:00-7:00 a.m. where he often uses our Agritape features or excerpts from Agriculture USA.

ISSUES OF CONCERN...in Oregon include Federal vs. state control of land, water, and property rights as well as regulations related to minor uses of pesticides, reports **Gary Claus** (Northwest Ag News Network, Newberg, OR). Gary says it's been a real good crop year for apples, potatoes and vegetables. Winter wheat planting has been delayed due to dryness, and orchards are being prepared for winter.



LARRY A. QUINN, Director
Video, Teleconference and Radio Center



United States Department of Agriculture
Office of Communications
Room 1618-S
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